

## INSIGHTS AND RECOMMENDATIONS AFTER ANALYZING THE DATA

### 1.INSIGHTS

- Course DM101 has the highest average engagement time, while Course PY202 is the lowest.
- Engagement is highest among the <18 age group, especially in locations like Kolkata & Delhi.
- Very weak negative correlation between Completion Percentage and Feedback Rating.

### 2.RECOMMENDATIONS

#### 1. Enhance Content for 18–25 Age Group in Bangalore & Mumbai

Despite having high engagement time, these segments show moderate feedback ratings (2.64 in Bangalore, 3.66 in Mumbai).

**Recommendation:** Conduct focus groups or surveys to understand what's missing. Consider updating course delivery, interactivity, or support resources for these users.

#### 2. Prioritize Content Improvement for Courses with Low Ratings

UX303 (2.92) and WD404 (2.78) have the lowest average ratings.

**Recommendation:** Review course feedback text, identify recurring issues, and refresh course materials, instructors, or UI design elements.

#### 3. Target High-Performing Segments for Testimonials or Peer Learning

<18 in Kolkata segment stands out with highest engagement (113.6 mins) and highest satisfaction (4.66 rating).

**Recommendation:** Feature these students in testimonials or mentorship programs to drive inspiration and peer learning across segments.